



# Australian Bureau of Statistics

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### TOURISM VIEWED AS AN INDUSTRY

Reference is often made to a Tourism industry. However, tourism is best seen statistically as a 'demand' side activity, defined in terms of the activities of a particular type of consumer. It involves the purchase or consumption by visitors of any commodity. It is therefore not confined to particular commodities or to particular economic activities on the 'supply' side. It could include for example, purchases of services from transport and tour operators, accommodation establishments, theme parks and attractions, entertainment and arts venues, museums and historical sites, cafes and restaurants, casinos, travel agents and retailers. Because of this, it is not an industry in the traditional sense of an industry comprising businesses mainly undertaking a similar economic activity.

However it is possible to identify from the Australian and New Zealand Standard Industrial Classification a number of tourism related industries. In 1991-92 the ABS conducted surveys of a limited number of tourism related industries, specifically:

- Accommodation
- Pubs bars and taverns
- Cafes and restaurants
- Licensed clubs
- Casinos
- Motor vehicle hire

The main results from those surveys are summarised in the table below:

### 13.15 Tourism-related industries - summary of operations, 1991-92

Businesses (\$m)	Businesses (No.)	Employment (Persons)	Income from sales of goods & services (\$m)	Operating profit before tax (\$m)
Accommodation	4,314	74,136	3,820	-319
Pubs, bars & taverns	4,347	73,526	5,834	98
Cafes & restaurants	8,741	120,752	4,608	148
Licensed clubs	3,811	60,424	3,729	178
Casinos	8	9,218	788	99
Motor vehicle hire	222	3,016	458	-7

Source: Hospitality Industries, Australia, 1991-92 (8674.0) and Motor Vehicle Hire Industry, Australia, 1991-92 (8652.0).

The ABS previously conducted a survey of these industries (with the exception of casinos) in respect of 1986-87. In the period from 1986-87 to 1992-93, employment in these industries increased 21%, which represented an annual average rate of growth of 4%.

In addition to the above industry surveys the ABS also undertook a survey of amusement and theme parks in respect of 1991-92. Broadly speaking, an amusement park is a centre which typically offers rides, games and shows for entertainment. A theme park is similar to an amusement park but provides a range of entertainments and/or displays organised around a specific theme. Amusement and theme parks were included in the survey if they met the following criteria:

- the park was primarily a tourist attraction and operated on a commercial basis;
- its turnover was at least \$150,000 in 1991-92; and
- the park was permanently based at a fixed site which included attractions operating at one site on a seasonal basis.
- On the basis of the above, 72 amusement and theme parks were included in the survey and results from the survey are presented in the table below.

### 13.16 Amusement and theme parks - summary of operations

	Businesses (No.)	Employment (Persons)	Gross income (\$'000)	Visitors ('000 persons)
New South Wales	25	1,624	66,955	3,313
Victoria	18	588	19,215	1,948
Queensland	17	2,181	139,713	4,588
Other States & Territories	12	221	10,554	1,182
<b>Total</b>	<b>72</b>	<b>4,614</b>	<b>236,437</b>	<b>11,031</b>

Source: Amusement and Theme Parks (8675.0).

The four largest amusement and theme parks accounted for 60% of income, 45% of employment and attracted 3,478,000 visitors in 1991-92.

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